

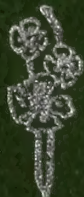
# **Historic, Archive Document**

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Established 1888



SOME  
THINGS  
YOU  
OUGHT TO  
KNOW

1900/01

Incorporated 1899

CALDWELL THE WOODSMAN CO., Inc.

EVERGREEN.

ALABAMA.





# About Ourselves.

WE would say to those unacquainted with our establishment, that this, the season of 1900-1901, is the twelfth year of our business, we having in 1888 begun the shipment of these beautiful Southern Evergreens from this point, and, indeed, originated the business in the South. We have now large packing houses in Evergreen (our headquarters), Belleville, and Brooklyn, Alabama; large cellars, cold storage, a thoroughly experienced staff of assistants, with every facility for the filling of large or small orders accurately and with prompt dispatch.

The fact that we have supplied all the materials for the Inaugural Balls at Washington, D. C., Dedicatory Ball at the World's Fair at Chicago, and the Knights Templar Conclave at Pittsburgh, 1898, amounting to many car loads, speaks for itself.

We invite correspondence, and are always pleased to see visitors at office in Evergreen.

The packing season opens September 1st and closes June 1st, when the extremely hot weather puts an end to further shipments

❖ ❖ ❖ "WHERE WE ARE AT." ❖ ❖ ❖

Evergreen, Ala., is located on the main line of the Louisville & Nashville Railroad, eighty miles south of Montgomery, Ala. We are within 36 hours by express of New York, and can reach Baltimore, Philadelphia, and Washington in less time; Montreal, Can., Boston, and all Eastern cities inside of 48 hours; Chicago, Kansas City, and Omaha in 36 hours or less; St. Paul and Minneapolis in 48 hours, and Denver, Col., in 72 hours.

*OUR TERMS.*

Cash with order, or satisfactory references.

We guarantee timely and safe delivery of all shipments ordered by express.

Shipments made by freight are at buyer's risk. Our responsibility ceases when we have clean receipt from Railroad Company.

Telegraphic orders are forwarded the same day on which they are received.



*LOW EXPRESS RATES.*

To all Adams Express offices we have pound rates with minimum charge of 35 cents. We can, therefore, send a 10-pound package of evergreens from Evergreen, Ala., to New York for 35 cents.

**Cheap, is it not?**

We quote you below the express rates from this place to a few of the larger cities, all other rates being proportionately cheap :

New York . . . . .	\$3 60	per 100 pounds.
Philadelphia, Pa. . . . .	3 20	“ “
Baltimore, Md. . . . .	2 85	“ “
Boston, Mass. . . . .	3 75	“ “
Chicago, Ill. . . . .	3 00	“ “
Cincinnati, O. . . . .	2 25	“ “
Cleveland, O. . . . .	3 20	“ “
Omaha, Neb. . . . .	3 95	“ “
Washington, D. C. . . . .	2 85	“ “

*CHAMAEROPS PALM CROWNS.*

We can supply these Crowns in any size, from three feet high with six to eight leaves to monster specimens seven to ten feet high with fifteen to twenty-five leaves, from eighteen to twenty-four inches in diameter.

Packed in our original cases they will keep in stock for months, and can be shipped by freight when desired in large quantities.

In decorations they last in good condition for several days if placed in jardinieres or pots filled with wet moss or sand. If it is desired that they last longer—as in window, store, or church decoration, where it is expected that the decoration remain good for at least three weeks—they should be placed in deep jardinieres filled with water (as is shown in the illustration of a Sabal Palm Crown in our Catalogue), and the water changed occasionally if in a heated store; this, however, is unnecessary in church decorations where the buildings are not heated during the week.

Weight of a dozen assorted size Crowns packed in very light wooden boxes, Crowns ranging from 3 to 6 feet high, 40 pounds.

**PRICES.**

Size	Each.	Per Dozen.	Per Hundred.	Per Thousand.
3 feet	15c.	\$1 50	\$11 00	\$ 90 00
4 “	20c.	2 25	15 00	125 00



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5 "	25c.	3 00	20 00	175 00
6 "	30c.	3 50	25 00	225 00
Assorted sizes,		3 00	20 00	175 00
Extra large specimens, 50c. to \$1.00 each.				

### *SABAL PALM CROWNS.*

What we have said of *Chamærops* Crowns is also applicable to *Sabal* Palm Crowns as regards their keeping in stock and use in decoration.

We can supply in sizes from 3 to 6 feet high with 4 to 6 leaves. When extra large specimens are required 7 to 12 feet high with monster leaves 4 to 5 feet in diameter, several days' notice is required that our collectors may secure them for you.

Weight of one dozen assorted sizes, 65 pounds, packed as the *Chamærops* Crowns are. They can also be shipped by freight.

### **PRICES.**

Assorted sizes, 3 to 6 feet high, \$3.00 per dozen ; \$20.00 per hundred.

Extra large specimens, \$1.00 to \$2.00 each.

## *CUT SABAL PALM LEAVES.*

Sabal Palm Leaves will keep in stock for months if kept packed in our original cases and in a cool place.

In decorations they may be tacked up over door or window and will remain green a week or ten days, much depending upon the heat of the room in which they are displayed. They do not wilt or curl, but will gradually dry out perfectly white. By heating over spirit or kerosene lamp the stems may be bent or twisted into any shape or around any object, such as pillar or chandelier. In the decoration of windows or stores during the holidays, where it is desired that the decoration remain in good condition for a long time, the ends of the stems can be placed in a small vial of water and the vial concealed behind some object or among the evergreen decorations; so placed, they will remain perfect a long time.

They vary in size from 26 to 48 inches in diameter, with stems from 2 to 4 feet long. We pack all large or assorted sizes to order. Weight of 100 leaves boxed, 40 pounds. Can be shipped by freight.

### **PRICES.**

Per dozen, 25 cents; per hundred, \$2.50; per thousand, \$20.00.

## *CUT CHAMAEROPS PALM LEAVES.*

While we sell immense quantities of Cut Champærops Palm Deaves for decorations, we sometimes have complaints they they wilt or wither very quickly. We wish to say that a Chamærops Palm Leaf will wilt in 15 minutes if taken out of water. We therefore, give you the following information, which will enable you to handle these leaves successfully ; and as they are peculiarly graceful and pretty, they will always prove good sellers :

**To Keep in Stock.**—Always keep wet the moss that is wrapped around the stems. Don't unpack too many from the box at one time. If the moss is kept wet you can keep these leaves in stock for many weeks. To use them in the decoration of your window or display them on your Green Goods counter, place them in vases of water. When selling them always wrap some wet Grey Moss, of which we send you a quantity, around the stems, then a piece of paper over that to protect the purchaser's hands or gloves if they carry them away with them. Lastly, instruct your customers, that like cut flowers, these leaves will wilt unless kept in a vase of water.

Chamærops Palm Leaves range in size from 18 to 30 inches in diameter, with stems from 3 to 5 feet long. Weight of 100 boxed, 25 pounds. Can be shipped by freight.

### **PRICES.**

Per dozen, 25 cents ; per hundred, \$2.50 ; per thousand, \$20.00.

## LONG NEEDLE PINES.

A good thing any way you like to take them. Handsome as Palms, last a long time, very attractive in window, church house, or store decoration. Keep well in stock, freezing don't hurt them, and they will stand severe handling.

Popular sellers for church, home, or store decoration during the Christmas holiday season. Our very low prices will enable you to put them within reach of all.

Please do not compare or confound **our stock**, even if it is cheap, with the wretchedly packed, miserably selected stuff that flows into the cities during the holiday season. Every one of our Pines are selected with an eye to beauty, carefully trimmed, and the end of the stem of each covered with tin foil, each being wrapped separately in waxed tissue paper, insuring its arrival in perfect condition.

We pack in boxes if shipped by freight, and in clean, paper-lined burlaps if by express. Weight of one dozen assorted sizes, 30 pounds.

### PRICES.

	Each.	Per Dozen.	Per Hundred	Per Thousand
2 feet high,	10c.	\$1 00	\$ 6 00	\$50 00
3 " "	12½c.	1 25	9 00	75 00
4 " "	15c.	1 50	11 00	90 00



Assorted sizes, 2 to 4 feet, 1 25 8 00 70 00  
 Extra large sizes, strictly 5 to 6 feet, 25c. each; \$3.00 per dozen;  
 \$20.00 per hundred.

### *SOUTHERN WILD SMILAX.*

Will keep packed in boxes during the months of November, December, January and February about eight days. At other seasons of the year it should be removed from the boxes immediately on its receipt.

In decoration it will last almost any length of time, as it DRIES GREEN, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant, and cheap.

We take great care in the selection and packing of this stock. It will always reach you in light paper-lined cases, fresh, bright, crisp, and clean.

We pack in cases the following size, and containing enough Smilax to cover from 100 to 600 square feet of wall space:

Case No. 1	contains	100 sq. ft.	—price,	\$1 00—weight,	15 pounds.
“ “ 2		200	“ “	2 00	“ 20 “
“ “ 3		300	“ “	3 00	“ 25 “
“ “ 4		400	“ “	3 50	“ 35 “
“ “ 5		500	“ “	4 00	“ 40 “
“ “ 6		600	“ “	4 50	“ 50 “

*Smilax must go by express.*

NOTE.—We desire to call the trade's particular attention to our small size cases, 1, 2 and 3, as desirable to sell by the box to families, churches, etc. These are put up with special care as to selection of stock, boxes are lined with white paper, and particular attention paid to its being clean and nice. We will make special rates by the dozen boxes. We can keep you supplied daily with fresh goods if you so desire.

### *MAGNOLIA FOLIAGE.*

Very pretty in decorations and keeps fairly well in stock. Can be made into beautiful wreaths that sell well at Christmas season. Our catalogue shows its use in many illustrations.

Packed in same size cases as Southern Wild Smilax.

### **PRICES.**

Case No 1.....	\$1 00.....	Weight, 15 pounds
“ “ 2.....	2 00.....	“ 25 “
“ “ 3.....	3 00.....	“ 30 “
“ “ 4.....	3 50.....	“ 40 “
“ “ 5.....	4 00.....	“ 50 “
“ “ 6.....	4 50.....	“ 60 “

***HOLLY.***

Our Holly is carefully selected by an expert and packed in the woods directly under his supervision. The crop is light with us this year, but we guarantee satisfaction. Must go by express, but we make prices very low, and in addition you get strictly fresh stock only a few hours from the tree. In the woods today, in your house the day after tomorrow.

**PRICES.**

5 pound boxes	.....	\$ <sup>00</sup> 75 .
10      "      "	.....	1 25
25      "      "	.....	2 00
40      "      "	.....	3 00
50      "      "	.....	3 50

***MANTEL DECORATION.***

We offer this pretty decoration, consisting of--

10 yards Southern Smilax.

1 Palm Crown.

1 large bunch of nice Holly.

Packed in nice box, lined with white news and waxed tissue paper; box labeled on each end with picture of the decoration and a list of contents shown.

Altogether a very attractive seller and sure to be in demand. Order a box and judge for yourself.

Price, each, \$1.00; per dozen. \$9.00.

Wight, 100 pounds to the dozen boxes.

### *PARLOR DECORATION.*

We also offer a very beautiful parlor decoration, as shown in our Catalogue, put up with the same care as the above mantel decoration. This box contains sufficient to decorate a large room handsomely, and consists of—

- 12 Sprays Holly,
- 12 Sprays Southern Smilax,
- 12 Sprays Magnolia,
- 1 Long Needle Pine,
- 1 Chamærops Palm Crown,
- 6 Chamærops Palm Leaves,



6 Sabal Palm Leaves,  
1 Pound of Grey Moss.

Weight, 15 younds each.

Price, each, \$2.00 ; per dozen, \$18.00.

### *CHURCH DECORATION.*

We also offer a very pretty decoration for a small church. It consists of—

1 Palm Crown 5 to 6 feet high,  
2 Long Needle Pines,  
25 Sabal Palm Leaves,  
50 Sprays Magnolia,  
12 Nice Bunches Holly,  
40 Yards Southern Smilax,  
2 Pounds Grey Moss.

Packed in light, large box weighing 50 pounds.

Price, \$5.00 each ; six boxes for \$25.00.

*FERNS.*

Our Ferns are gathered fresh from the woods daily, and we think will last longer on the work and in stocks than Eastern cold storage stock.

Price,    {    Fancy,    { 15c. per hundred; \$1.00 per thousand.  
              {    Daggers, {

*GALAX LEAVES.*

Bronze,    {    Per thousand ----- \$1.25  
 Green,     {

*SOUTHERN GREY MOSS.*

Very pretty and very useful, and can be used in a great many different ways, which will suggest themselves to the decorator. It is particularly useful for covering pots, buckets, etc., containing plants, which you may wish to conceal.

Price per sack, 25 pounds, \$2.00.

*GREEN SHEET MOSS.*

Good dry stock, good color, clean and clear of trash. Good for lining hanging baskets, covering flower pots, also lining store windows for Santa Claus displays.

In bales of 100 square feet. Weight, 10 pounds. Price, \$1.00.

*LEUCOTHE SPRAYS.*

Very useful in decorations and also floral work.

Price, \$1.00 per hundred; \$5.00 per thousand.

*ILEX CASSINIS.*

Ilex Cassinis is an evergreen tree that bears a great profusion of small dark green leaves, very thickly set on the branches which are thickly studded with **bright red** semi-transparent berries, making it resemble a piece of coral with green leaves, hence the name, Alabama Coral Tree, which we have given it.

It is not as good a keeper as Holly and can only be sent by express, but unlike the Holly we can supply it all the year round, and having none of the Christmas associations about it which makes Holly essentially a Christmas Evergreen, Ilex Cassinis may be used all the year round and on all occasions.

Packed in same size cases as Southern Smilax, at No. 1, \$1.50; No. 2, \$2.50; No. 3, \$3.75; No. 4, \$5.50; No. 5, \$7.00; No. 6, \$8.00.

*Must go by Express.*

## **MISTLETOE.**

### **Caldwell' Druid Brand.**

Extra fine stock, packed in bushel baskets containing one large cluster as it comes from the tree, with spaces filled in with nice branches.

Price, \$3.00 per basket.

We also pack in boxes same size as our No. 1 Smilax case, nice branches, 12 to 18 inches long tied in neat bunches, well wrapped in wax paper. Satisfaction guaranteed.

Price per box, \$3.75.





